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ABSTRACT

Admissions in North Carolina's private higher education institutions were examined using data from the fall of 1975 to fall 1980. These highlights emerged: (1) first-time freshman applications rose 29 percent in private universities and colleges in that period: (2) the percentage of freshman applications accepted declined from 69 percent in 1975 to 64 percent in 1980; (3) first-time enrolled freshmen increased seven percent: (4) the ratio of first-time freshmen who actually enrolled to the number accepted declined from 0.63 to 0.56 in that period: (5) institutions reported a more favorable position on each of the above measures than did the national sample of Minter and Bowen: and (6) the academic ability of entering freshmen, as measured by SAT scores and class rank, was generally maintained from 1975 to 1980. Accompanying the study's analysis are charts showing, for each institution, the numbers of applications, acceptance percentages, enrollments, enrollment rations, SAT scores and class ranks for first-time freshmen. (MSE)

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ADMISSIONS TRENDS, 1975-80

The admissions situation for North Carolina's private institutions was examined using data from the fall of 1975 to the fall of 1980. Admissions data for the study period previously used, 1974-79, was not available on all the variables examined. Since the most recent 1975-80 information was available, it was used in this study (Table 3).

The total number of first-time freshman applications to private institutions was 29,487 in 1975 and 38,034 in 1980, an increase of 29 percent. The fall, 1980 data for Minter and Bowen's sample is not yet available; however, the percentage increase in applications to the private sector in Minter and Bowen's sample from 1973-79 was 13 percent.

In 1975, the state's private schools accepted 69 percent of those who applied as compared to a 75 percent acceptance rate for the national sample. Over the five-year period, North Carolina's private institutions have become more selective as have the institutions in the Minter and Bowen study. In the fall of 1980, 64 percent of the applicants were accepted at the state's private universities and colleges.

The number of first-time freshmen who actually enrolled in the private schools in North Carolina rose from 12,694 in 1975 to 13,642 in 1980, for an increase of seven percent. Again, the state's position compares favorably with that of the national sample which exhibited an increase of six percent over the six-year period 1973-79.

The ratio of first-time freshmen who actually enrolled to the number accepted was .63 in 1975 and .56 in 1980. The 1975 ratio for the Minter and Bowen data was .60 and has declined since at an annual rate of .0075 with the 1980 data not yet available. In each of the admissions data areas

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examined, the North Carolina private sector presented a stronger and more stable position than did the nationwide sample of Minter and Bowen.

First-time freshman applications increased in all Carnegie Council Classifications except for two-year colleges which exhibited a no-growth position. Seventeen, or 45 percent, of the institutions reported application increases of more than 20 percent, with seven of these schools having increases of more than 50 percent in the number of applications received. Seven, or 18 percent, of the state's private institutions did report declining applications, however. Three of these, Barber-Scotia College, Pfeiffer College, and Chowan College, had declines of more than 30 percent. These institutions with declining application trends were not concentrated in one particular Carnegie Council Classification. Three were less selective liberal arts colleges, three were two-year colleges, and one was a comprehensive college.

As noted earlier, the percentage of first-time freshman applicants accepted by the state's private institutions declined from 1975 to 1980. Twenty-five, or 66 percent, of the schools admitted a smaller percentage of their applicants than they did in 1975.

Twenty-four, or 63 percent, of the private schools reported first-time freshman enrollment increases from 1975-1980. Fifteen schools had increases of more than 20 percent over the period. There was little difference among classifications. The selective liberal arts colleges and the two-year colleges reported a no-growth position; and the research, comprehensive (I and II), and less selective liberal arts schools reported 8 percent, 12 percent, 4 percent, and 13 percent increases respectively. Fourteen of the state's private schools did exhibit declines in the number of first-time

freshmen who enrolled. Mars Hill College, Pfeiffer College, and Wingate College reported declines of more than 20 percent.

Twenty-five institutions exhibited declines in the ratio of first-time freshmen who actually enrolled to those accepted. There was little variation among either institutions or institutional classifications on the change in this ratio from 1975-80.

The academic ability of first-time freshmen who enrolled in the state's private institutions from the fall of 1975 to the fall of 1980 as measured by the Scholastic Aptitude Test (SAT) and high school class rank was generally maintained. The mean SAT score declined slightly from 882 in 1975 to 875 in 1980 as compared to the national mean decline from 906 to 894 over the same time period.[4] Although the state's private institutional means have continued to be lower than the national values, the North Carolina scores have exhibited more stability and less decline than the national mean.

The Research University I, the Comprehensive Universities and Colleges II, and the Liberal Arts Colleges I and II reported healthy SAT mean increases ranging from 17 to 42 points. Comprehensive Universities and Colleges I and Two-Year Colleges reported declines of 20 and 19 points respectively.

The largest declines were exhibited by Johnson C. Smith University, Queens College, Louisburg College, and Montreat-Anderson College. Significant increases were reported by Campbell University, St. Augustine's College, Gardner-Webb College, and Warren Wilson College.

High School class rank of first-time freshmen was studied by computing the percentage of students enrolled who graduated in the top 40 percent of their high school class. This figure rose from 49 percent in 1975 to 51

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[4]Obtained from Educational Testing Service.

percent in 1980 for North Carolina's private institutions of higher education. There was little variation among the various institutional classifications; the percentage of freshmen graduating in the top 40 percent of their high school class declined from 46 percent to 42 percent for Liberal Arts Colleges II and rose from 40 percent to 48 percent for Comprehensive Universities and Colleges II. Only three institutions reported substantial declines: Livingstone College, from 22 percent to five percent; North Carolina Methodist College, from 54 percent to 38 percent; and Pfeiffer College, from 75 percent to 51 percent. Substantial gains in the percentage of freshmen from the top 40 percent of their high school classes were reported by St. Augustine's College, 26 percent to 53 percent, Greensboro College 40 percent to 57 percent, Wingate College, 30 percent to 47 percent, and St. Mary's College, 43 percent to 60 percent.

CONCLUSIONS

1. First-time freshman applications rose 29 percent in North Carolina's private universities and colleges from 1975-80.
2. The percentage of freshman applications accepted declined from 69 percent in 1975 to 64 percent in 1980.
3. The number of first-time enrolled freshmen increased by seven percent.
4. The ratio of first-time freshmen who actually enrolled to the number accepted declined from .63 in 1975 to .56 in 1980.
5. North Carolina's private institutions of higher education reported a more favorable position on each of the above measures than did the national sample of Minter and Bowen.

6. The academic ability of entering freshmen in North Carolina's private universities and colleges as measured by SAT scores and class rank was generally maintained from 1975-80.

Table 3

APPLICATIONS, ACCEPTANCE PERCENTAGES, ENROLLMENTS, AND ENROLLMENT RATIOS FOR FIRST-TIME FRESHMEN IN NORTH CAROLINA'S PRIVATE UNIVERSITIES AND COLLEGES, 1975-1980

	Number of First-Time Freshman Applications			Percentage of Freshman Applicants Accepted			Number of First-Time Freshmen Actually Enrolled			Ratio of Enrolled to Accepted		
	1975	1980	% Change	1975	1980	Change	1975	1980	% Change	1975	1980	Change
Duke University	7,562	9,913	31	37	35	-2	1,344	1,455	8	.48	.42	-.06
Elon College	*	1,734	*	*	81	*	546	685	25	*	.49	*
Wake Forest University	3,008	3,444	14	52	43	-9	769	789	3	.49	.53	.04
Subtotal	3,008	5,178	14	52	56	*	1,315	1,474	12	.49	.51	*
Atlantic Christian College	564	736	30	93	85	-8	355	352	-1	.67	.56	-.11
Campbell University	712	1,006	41	99	90	-9	428	573	34	.60	.63	.03
Guilford College	667	971	46	84	74	-10	314	325	4	.56	.46	-.10
J. C. Smith University	797	1,082	37	82	72	-10	428	392	-8	.66	.51	-.15
Mars Hill College	979	801	-18	91	86	-5	604	401	-34	.68	.58	-.10
St. Augustine's College	733	1,139	55	82	73	-9	381	566	49	.64	.68	.04
Subtotal	4,446	5,735	29	89	79	-10	2,510	2,609	4	.64	.57	-.07
Davidson College	1,509	1,570	4	46	43	-3	365	380	4	.53	.56	.03
Salem College	310	334	8	95	93	-2	167	159	-5	.57	.51	-.06
Subtotal	1,819	1,904	5	54	52	-2	532	539	0	.54	.54	.00
Barber-Scotia College	368	244	-34	61	100	39	132	114	-14	.59	.47	-.12
Belmont Abbey College	441	561	27	88	98	10	237	311	31	.61	.56	-.05
Bennett College	374	399	7	61	66	5	155	188	21	.67	.71	.04
Catawba College	553	661	20	93	89	-4	268	297	11	.52	.51	-.01
Gardner-Webb College	571	662	16	97	88	-9	332	333	0	.60	.57	-.03
Greensboro College	193	610	216	93	79	-14	107	192	79	.50	.40	-.20
High Point College	*	984	*	*	82	*	293	398	36	*	.49	*
Lenoir-Rhyne College	698	771	10	75	74	-1	304	285	-7	.58	.49	-.09
Livingstone College	580	585	1	73	51	-22	263	263	0	.62	.88	.26
Meredith College	564	658	17	91	84	-7	347	364	5	.68	.66	-.02
Methodist College	419	434	4	84	97	13	157	338	115	.45	.80	.35
NC Wesleyan College	121	323	167	88	93	5	41	144	251	.39	.48	.09
Pfeiffer College	667	470	-30	84	88	4	306	190	-38	.55	.46	-.09
Queens College	180	408	127	96	85	-11	157	213	36	.91	.61	-.30
Sacred Heart College	58	90	55	93	76	-17	30	45	50	.56	.66	.10
St. Andrews College	337	460	36	70	77	7	113	169	50	.48	.48	.00
Shaw University	691	1,192	73	94	92	-2	364	510	40	.56	.47	-.09
Warren Wilson College	277	225	-19	80	90	10	147	129	-12	.66	.64	-.02
Wingate College	899	916	2	94	81	-13	654	499	-24	.77	.67	-.10
Subtotal	7,991	10,653	33	84	83	-1	4,407	4,980	13	.65	.56	-.09
Brevard College	638	781	22	78	84	6	314	408	30	.63	.62	-.01
Chowan College	1,383	727	-47	97	88	-9	573	488	-15	.43	.76	.33
Lees-McRae College	822	1,010	23	86	66	-20	462	425	-8	.65	.63	-.02
Louisburg College	497	757	52	95	85	-10	342	413	21	.72	.64	-.08
Montreat-Anderson College	318	296	-7	96	98	2	227	199	-12	.75	.69	-.06
Mount Olive College	314	304	-3	87	96	9	221	208	-6	.81	.71	-.10
Peace College	440	483	10	86	56	-30	298	283	-5	.79	.76	-.03
St. Mary's College	249	293	18	84	80	-4	149	161	8	.72	.69	-.03
Subtotal	4,661	4,651	0	90	80	-10	2,586	2,585	0	.62	.70	.08
TOTAL	29,487	38,034	29	69	64	-5	12,694	13,642	7	.63	.56	-.07

*Data not available.

Source: North Carolina Higher Education Data 1975, 1980.

Table 4

SCHOLASTIC APTITUDE TEST (SAT) SCORES AND CLASS RANK
FOR FIRST-TIME FRESHMEN IN NORTH CAROLINA'S
PRIVATE UNIVERSITIES AND COLLEGES, 1975-1980

	Mean SAT for First-Time Freshmen			Percentage of First-Time Freshmen in the Top 40% of High School Class		
	1975	1980	Change	1975	1980	Change
Duke University	1,236	1,253	17	80	78	-2
Elon College	760	780	20	29	40	11
Wake Forest University	1,131	1,111	-20	93	90	-3
Subtotal	977	957	-20	66	67	1
Atlantic Christian College	813	803	-10	54	53	-1
Campbell University	793	826	33	43	46	3
Guilford College	959	968	9	54	59	5
J. C. Smith University	643	573	-70	27	24	-3
Mars Hill College	829	814	-15	*	54	*
St. Augustine's College	613	885	272	26	53	27
Subtotal	772	814	42	40	48	8
Davidson College	1,190	1,215	25	97	96	-1
Salem College	968	965	-3	63	71	8
Subtotal	1,120	1,141	21	86	87	1
Barber-Scotia College	*	514	*	*	13	*
Belmont Abbey College	817	806	-11	31	28	-3
Bennett College	*	597	*	43	*	*
Catawba College	850	843	-7	41	38	-3
Gardner-Webb College	754	799	45	49	54	5
Greensboro College	805	826	21	40	57	17
High Point College	863	868	5	28	21	-7
Lenoir Rhyne College	938	930	-8	69	65	-4
Livingstone College	597	600	3	22	5	-17
Meredith College	946	936	-10	86	92	6
Methodist College	786	764	-22	*	*	*
NC Wesleyan College	840	749	-91	54	38	-16
Pfeiffer College	829	841	12	75	51	-24
Queens College	930	878	-52	64	70	6
Sacred Heart College	764	741	-23	30	42	12
St. Andrews College	914	892	-22	58	*	*
Shaw University	601	584	-17	20	9	-11
Warren Wilson College	893	937	44	57	51	-6
Wingate College	794	775	-19	30	47	17
Subtotal	809	785	24	46	42	-4
Brevard College	809	786	-23	*	*	*
Chowan College	*	*	*	*	29	*
Lees-McRae College	749	748	-1	24	26	2
Louisburg College	747	714	-33	33	38	5
Montreat-Anderson College	793	757	-36	31	38	7
Mount Olive College	*	771	*	40	51	11
Peace College	*	*	*	*	59	*
St. Mary's College	871	849	-22	43	60	17
Subtotal	780	761	-19	32	39	7
TOTAL	882	875	-7	49	51	2

*No data available

Source: North Carolina Higher Education Data.